



Style Guidelines

Style Guideline References:

- The Associated Press Stylebook and Libel Manual
- *Webster's New World Dictionary*
- *Merriam-Webster's Collegiate Dictionary, Eleventh Edition*

• A •

adopter – rather than adoptor

Animals Are the Heart of Our Mission -- *Friends'* tagline. Note that only “the” and “of” are lowercased in this tagline.

• B •

Black Tie & Tails -- the *Friends'* annual gala fundraiser. Inaugural event was in 2001.

board of directors — Do not capitalize. For names and titles, go to <http://www.dearborn-animals.com/Friends/Board/Board.htm>.

breed names — Capitalize breed names. For a list of dog breeds recognized by the AKC, go to http://www.akc.org/breeds/recbreeds/breeds_a.cfm. For a list of cat breeds recognized by the Cat Fanciers' Association, go to <http://www.cfainc.org/breeds.html>

• C •

city of Dearborn (do not cap *City* in the *Paw Prints* newsletter. NOTE: Most newspapers follow AP style and will not capitalize *City*.)

Critter Invitational -- the *Friends'* annual golf outing. Inaugural event was in 1993.

• D •

Dearborn Animal Shelter
2661 Greenfield Rd., Dearborn, MI 48120
313-943-2697
fax 313-943-2262
www.dearborn-animals.com
Open daily M, W, F 9:00 a.m. - 5 p.m.; T, T 11:00am – 7:00 p.m.
Saturday 9:00 a.m. - 4 p.m. (closed Sunday)

The Dearborn Animal Shelter is located about one mile south of Michigan Avenue; south of Rotunda; just south of I-94 on the west side of Greenfield.

Dearborn Fire Department

Dearborn Police Department

Detroit Lions Pet Calendar -- initiated in 2004

• E •

email

• F •

Friends Policy Attachment – 7.1 Style Guidelines (continued)

Feline Finale – final event of the Stray Cat Strut
feline leukemia virus (FeLV)

Ford Community and Performing Arts Center

Ford Motor Co.

Friends For the Dearborn Animal Shelter — Capitalize all words except *the*. Use “the *Friends*” rather than “FFDAS” on subsequent references.

In general, treat the “*Friends*” name as a singular noun:

- The *Friends* operates the Dearborn Animal Shelter under contract to the city of Dearborn.
- The *Friends* was founded in 1993.

Note: To avoid those constructions, just add a singular noun after “Friends”:

- The *Friends* organization was founded in 1993.

If you want to emphasize the individuals who make up the *Friends*, treat the name as plural, or better yet, add a plural noun such as “volunteers.”

- *Friends* volunteers work tireless hours to help the animals.

Note that checks should be made payable to FFDAS.

Friends For the NEW Dearborn Animal SHELTER – campaign slogan for the new shelter

friend-raising

fundraising – use as one word

• G •

Greater-Dearborn Animal Adoption and Education Center – name for the new shelter facility

• H •

Henry Ford Centennial Library

• I •

• J •

• K •

• L •

• M •

mission statement -- The mission of the *Friends* For the Dearborn Animal Shelter is to give loving care and sanctuary to animals, encourage adoptions and reunions, and promote respect, responsibility and compassion for all animals.

Mutt Strut -- the *Friends*' annual dog walk and other fun activities family fundraiser. Inaugural event was in 2006.

• N •

Friends Policy Attachment – 7.1 Style Guidelines (continued)

naming opportunities -- These are associated with the new Shelter. Naming opportunities are a lasting gift where the person/company's name is associated with a particular area of the new Shelter. See also "Underwriting Opportunities" and "Sponsorships."

nonprofit -- The *Friends For the Dearborn Animal Shelter* is a 501(c)(3) tax-exempt, nonprofit organization. Tax ID number is 38-3171570; use "nonprofit" rather than "not-for-profit"

• O •

Our Friends New Home – New Shelter campaign slogan when appearing with other explanatory campaign materials.

• P •

Paw Prints — Italicize the name of the *Friends* newsletter.

Pins for Pets -- the *Friends*' annual bowling fundraiser

• Q •

• R •

• S •

Shelter — Capitalize when referring to the Dearborn Animal Shelter.

With a dedicated staff and numerous volunteers, the Shelter provides sanctuary for many animals.

NOTE: Most newspapers follow AP style and will not capitalize *Shelter*.

sponsorship -- typically, sponsorships are tied to events; they are one-time "gifts" where the person/company sponsors a hole, a table, a lunch, etc. Sponsorships are point in time: Each year we must solicit sponsorships. See also "Naming Opportunities" and "Underwriting Opportunities."

Stray Cat Strut – the fiberglass art fundraising activity conducted to raise funds and awareness for the new shelter facility.

Student Star program -- launched in July 2002 to help students aged 12 to 17 learn more about the Dearborn Animal Shelter and the activities that support it. The ultimate goal is to encourage students to become active, informed and responsible Shelter volunteers. As students progress through the various Student Star levels (there are six in all), they earn more privileges and are given special recognition for their contributions.

• T •

tax ID number -- 38-3171570. The *Friends For the Dearborn Animal Shelter* is a 501(c)(3) tax-exempt, nonprofit organization.

telephone numbers — Use hyphens in telephone numbers, and do not put area codes in parentheses: You can reach the shelter by calling 313-943-2697.

titles — capitalize titles only when they appear in front of a person's name.

e.g.: According to Shelter Executive Director Elaine Greene, the shelter is full.

The newspaper interviewed Elaine Greene, executive director of the Dearborn Animal Shelter.

Do not capitalize the following titles, even they appear in front of a name:

board member
project leader
volunteer

• U •

underwriting opportunities -- This would be for what we have been calling Operational Sponsorships -- we ask people to underwrite a cage at the Shelter for a specified period of time for a certain amount of money. Underwriting opportunities are for a limited period of time; Underwriters can renew their underwriting, or we get different people to underwrite. See also "Naming Opportunities" and "Sponsorships."

• V •

volunteer levels

- *Friends* Honorary Board (500-plus hours, exclusive of foster care)
- Special Friend (100 - 499 hours)
- Volunteer Friend (1 - 99 hours)
- Home Away From Home Foster Care (2,000-plus hours)
- Board of Directors

• W •

Wag'n Tails Road Rally -- a *Friends* fundraiser that combines puzzle solving and navigation. Teams of four to six players travel by vehicle to destinations around town. At each place, the teams must solve a puzzle, the answer to which leads them to the next destination. Teams earn points as they go, and the team that arrives first at the final destination and has the most points wins.

• X •

• Y •

• Z •